



## SOCIAL MEDIA TOOLKIT

**9to5: The Story of a Movement** premieres on *Independent Lens* Monday, February 1. Watch on PBS and the PBS Video App starting at 10/9c.

Before the hit song or film, 9to5 was an inspiring movement for equality that encapsulated the spirit of both the women's and labor movements of the 1970s. Featuring interviews with 9to5's founders, as well as actor and activist Jane Fonda, *9to5: The Story of a Movement* is the previously untold story of the fight that inspired a hit and changed the American workplace.

**Site:** [pbs.org/9to5](https://pbs.org/9to5)

**Hashtag:** #9to5PBS

### **SOCIAL ASSETS**

**Google Drive:** <https://bit.ly/2YEUKXT>

**Web Download:** <https://to.pbs.org/2CdcOju>

### **FACEBOOK**

[9to5 Facebook Page: [@9to5doc](https://www.facebook.com/9to5doc)]

In the 1970s, America's secretaries took to the streets, fed up with workplace abuse. They created the movement 9to5, which later inspired @JaneFonda to make a movie and @DollyParton to write a song. This is the untold story of their fight. Watch @IndependentLens' #9to5PBS Monday, February 1 on @PBS.

<https://to.pbs.org/39327OH>

They couldn't kill their bosses, so they did the next best thing—they organized. The untold story of the fight that inspired a hit and changed the American workplace. Watch @IndependentLens' #9to5PBS Monday, February 1 on @PBS.

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## **TWITTER**

They couldn't kill their bosses, so they did the next best thing—they organized. This is the untold story of the fight that inspired a hit and changed the American workplace. Watch @IndependentLens' #9to5PBS Monday, February 1 on @PBS.

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Before the hit song by @DollyParton or film by @JaneFonda, 9to5 was an inspiring movement for equality that encapsulated the spirit of both the women's and labor movements of the 1970s. Watch @IndependentLens' #9to5PBS Monday, February 1 on @PBS.

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## **INSTAGRAM**

[9to5 Instagram Page: [@9to5doc](#)]

Bio/swipe up link: <https://to.pbs.org/39327OH>

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### **INSTAGRAM STORIES**

Watch #9to5PBS Monday, February 1 on @PBS. Link in @independentlens bio.

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